

# ARIELLE ADENS

571-659-8368 | [Email](#) | [Portfolio](#) | [LinkedIn](#)

Brand and product strategist with an MBA and a fashion merchandising foundation, bringing together consumer insight, trend research, and product understanding. A strong collaborator skilled in turning cultural cues and data into meaningful marketing moments across events, social, retail, and digital touchpoints.

## PROFESSIONAL EXPERIENCE

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### Events and Marketing Coordinator | VCU Business Career Services

Aug 2022 - Dec 2025

Owned end-to-end, audience-centered marketing initiatives serving 5,000+ students, translating student insights into cohesive campaigns while managing timelines, workflows, and cross-functional execution across digital, print, and events.

- Directed creative design for digital and print campaigns, producing 3 weekly content pieces that increased participation in office initiatives by over 50%.
- Co-led biannual career fairs by coordinating cross-functional teams, managing timelines, and executing peer-led outreach, increasing attendance by 25% each semester.

### Social Media Intern | CodeVA

May 2022 - May 2024

Led day-to-day social media execution with a test-and-learn mindset, translating audience insights into optimized content and performance testing to strengthen community connection and brand trust through storytelling.

- Developed content calendar and optimized post timing across 4 social media accounts through A/B content testing and Hootsuite insights, increasing average engagement by 15% in two months.
- Created and led the “Decoding with CodeVA” spotlight series to humanize the brand and build trust with parents and students through storytelling, driving increased enrollment and demand for new sessions.

### Digital Strategy and Engagement Intern | VCU Office of Alumni and Donor Relations

Aug 2021 – May 2022

Bridged consumer insights and marketing principles to guide social content strategy, ensuring work was culturally relevant, community-focused, and aligned with brand objectives.

- Analyzed audience behavior across social platforms by deep-diving into comments, posts, and interactions to shape messaging strategy and define core personas.
- Conceptualized social-first content that balanced education, entertainment, and cultural relevance to align with brand voice and audience interests.

### Visual Merchandiser | New York & Company

Sep 2018 – Jan 2020

Built a reputation for agile merchandising, rapidly adjusting displays to reflect promotions and maximize product visibility, enhancing the in-store experience and driving customer engagement.

- Implemented seasonal merchandise themes and partnered with sales on promotional displays, contributing to year-over-year increases in seasonal apparel sales.
- Managed a team of 4 junior merchandisers and partnered with inventory team to streamline setup and restocking, reducing setup time by 50% and minimizing stockouts.

### Brand Strategist Intern | Genesislevel Modeling Agency

May 2018 – Dec 2019

Supported creative teams in aligning strategy and execution, driving creative impact and increasing brand visibility.

- Led the concept and rollout of an interactive Instagram campaign that turned talent discovery into a community-driven experience, increasing brand engagement and visibility with 250+ model submissions.
- Researched emerging fashion and photography trends to create weekly mood boards and briefs, shaping creative direction and guiding seasonal campaign concepts.

## EDUCATION

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### M.S., Business Branding (Concentration in Strategy)

VCU Brandcenter

Aug 2022 - May 2024

### MBA (Concentration in Strategic Communication)

Virginia Commonwealth University

Dec 2021 - May 2022

### M.S., Global Marketing Management

Virginia Commonwealth University

Jan 2020 - Dec 2021

### B.S., Fashion Merchandising (Minor in Marketing)

Old Dominion University

Aug 2014 - May 2018

## SKILLS

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### Brand & Consumer Strategy:

Social Listening, Audience Segmentation, Grassroots Marketing, Competitive Research, Creative Briefing, Trend Analysis

### Content & Product Storytelling:

Creative Concepting, Report & Visual Dashboard Creation, Go-to-Market Planning, Cross-Platform Asset Adaptation

### Project Management & Collaboration:

Workflow & System Management, Timeline & Calendar Management, Inventory & Resource Management

### Technical:

Microsoft Office (Excel, PowerPoint, Word), Miro, Canva, Hootsuite, Sprout Social, Asana, Google Workspace, Zoom